CASE CLOSED!

You've got MERIT

WE BET YOU CAN SWITCH DOWN! HERE'S THE PROOF:

[redacted]

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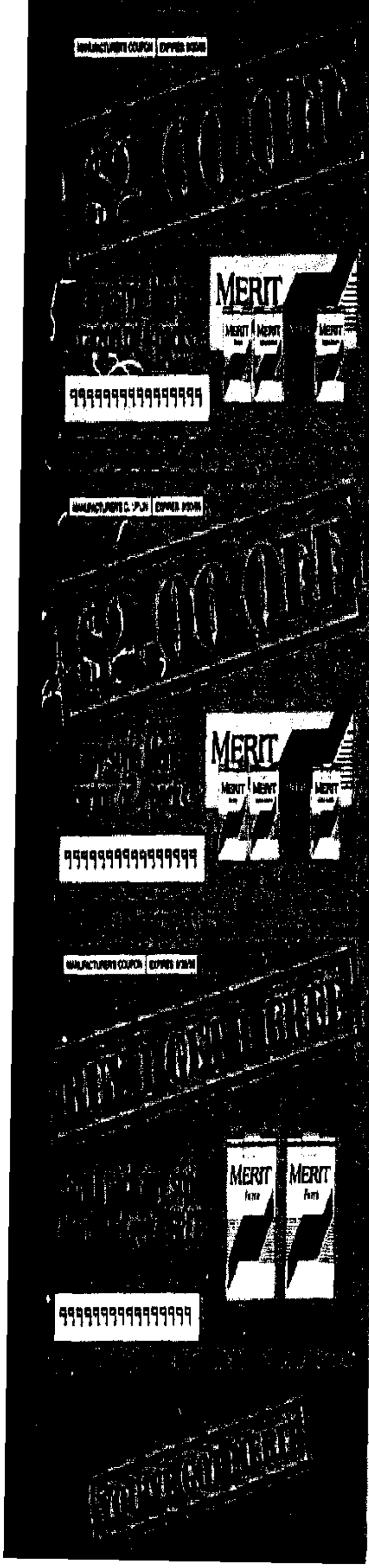

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 55 SCHAUMBURG IL

POSTAGE WILL BE PAID BY ADDRESSEE

MERIT JUNE DIRECT
PO BOX 4110
SCHAUMBURG IL 60168-9849

999015999999999
Sample A. Samples
123 Any Street
Anytown, US 00000

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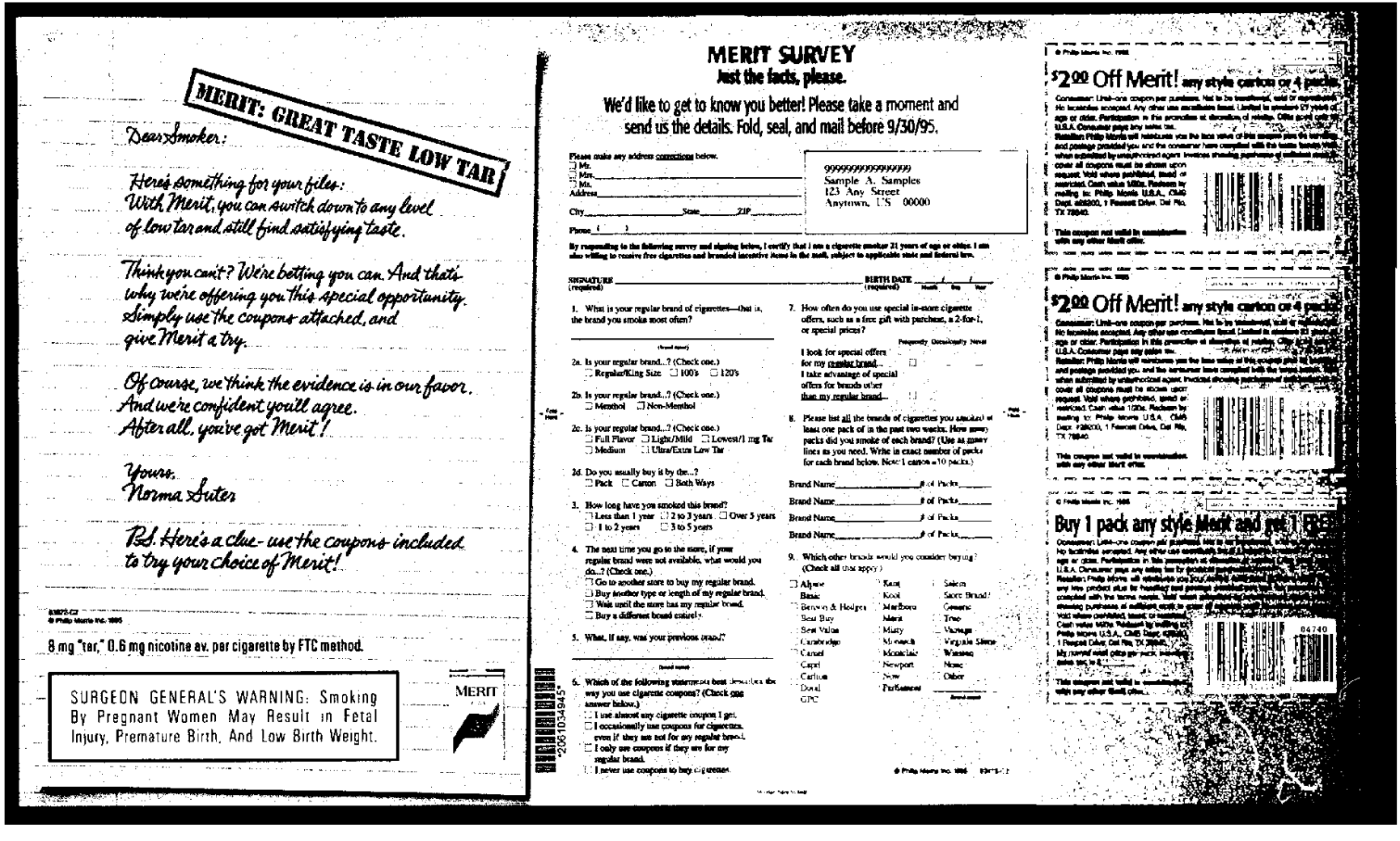

MERIT: GREAT TASTE LOW TAR

Dear Smoker:

Here's something for your files:
With Merit, you can switch down to any level of low tar and still find satisfying taste.

Think you can't? We're betting you can. And that's why we're offering you this special opportunity. Simply use the coupons attached, and give Merit a try.

Of course, we think the evidence is in our favor. And we're confident you'll agree. After all, you've got Merit!

Yours,
Norma Suter

P.S. Here's a clue - use the coupons included to try your choice of Merit!

8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

MERIT

MERIT SURVEY
Just the facts, please.

We'd like to get to know you better! Please take a moment and send us the details. Fold, seal, and mail before 9/30/95.

Please make any address corrections below.
☐ Mr.
☐ Mrs.
☐ Ms.
Address
City State ZIP
Phone ( )

999999999999999
Sample A. Samples
123 Any Street
Anytown, US 00000

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

SIGNATURE (required) BIRTH DATE (required) Month Day Year

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

2a. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

2b. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

2c. Is your regular brand...? (Check one.)
☐ Full Flavor ☐ Light/Mild ☐ Lowest/1 mg Tar
☐ Medium ☐ Ultra/Extra Low Tar

2d. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways

3. How long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

4. The next time you go to the store, if your regular brand were not available, what would you do...? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

5. What, if any, was your previous brand?

6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

7. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand...	☐	☐	☐
I take advantage of special offers for brands other than my regular brand...	☐	☐	☐

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name # of Packs
Brand Name # of Packs
Brand Name # of Packs
Brand Name # of Packs

9. Which other brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Kent	☐ Salem
☐ Basic	☐ Kool	☐ Store Brand
☐ Benson & Hedges	☐ Marlboro	☐ Generic
☐ Best Buy	☐ Merit	☐ True
☐ Best Value	☐ Misty	☐ Virginia
☐ Cambridge	☐ Monarch	☐ Virginia Slims
☐ Camel	☐ Montclair	☐ Winston
☐ Capri	☐ Newport	☐ None
☐ Carlton	☐ Now	☐ Other
☐ Doral	☐ Parliament	
☐ GPC		

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$2.00 Off Merit! any style carton or 4 packs.

Consumer: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in the promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms hereof. Void when submitted by unauthorized agent. Invoices showing purchases sufficient to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., Chas Dept. 626200, 1 Fawcett Drive, Del Rio, TX 78840.

This coupon not valid in combination with any other Merit offer.

© Philip Morris Inc. 1995

$2.00 Off Merit! any style carton or 4 packs.

Consumer: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms hereof. Void when submitted by unauthorized agent. Invoices showing purchases sufficient to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., Chas Dept. 626200, 1 Fawcett Drive, Del Rio, TX 78840.

This coupon not valid in combination with any other Merit offer.

© Philip Morris Inc. 1995

Buy 1 pack any style Merit and get 1 FREE

Consumer: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax on purchased pack.

Retailer: Philip Morris will reimburse you [illegible] any two product packs for handling and postage provided you and the consumer have complied with the terms hereof. Void where submitted by unauthorized agent. Invoices showing purchases sufficient to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., Chas Dept. 626200, 1 Fawcett Drive, Del Rio, TX 78840.

My nearest retail outlet per pack, including sales tax, is $.

This coupon not valid in combination with any other Merit offer.

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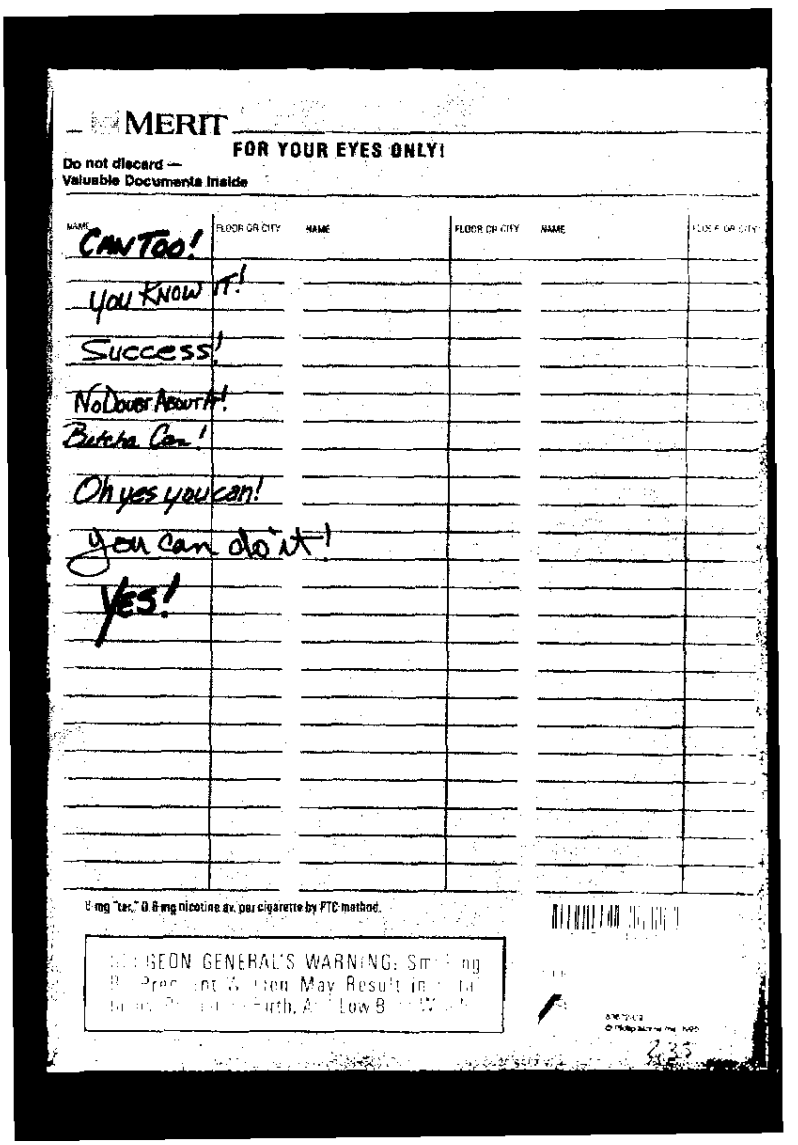

MERIT

FOR YOUR EYES ONLY!

Do not discard —
Valuable Documents Inside

NAME	FLOOR OR CITY	NAME	FLOOR OR CITY	NAME	FLOOR OR CITY
CAN TOO!					
YOU KNOW IT!					
SUCCESS!					
NO DOUBT ABOUT IT!					
Betcha Can!					
Oh yes you can!					
you can do it!					
YES!					

8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birthweight

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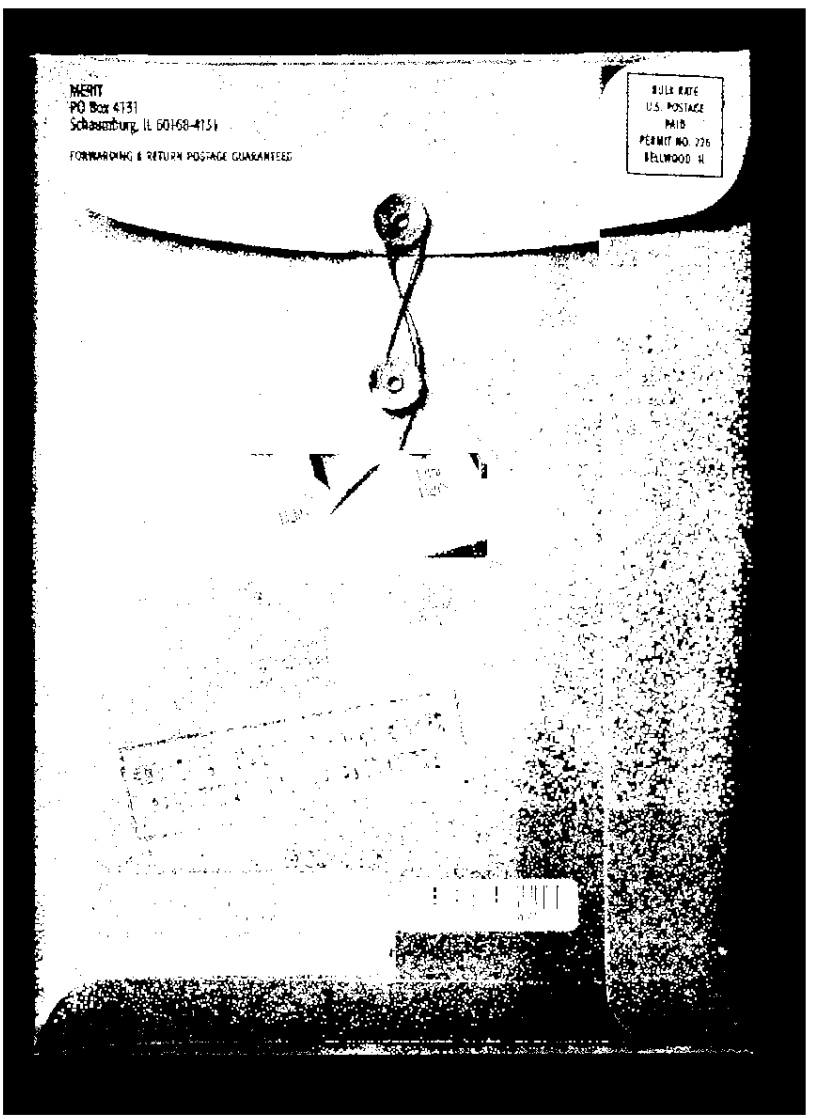

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